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Panorama Berlin Autumn/Winter 2020/21

14-16 January 2020, Tempelhof, Berlin

PANORAMA BERLIN

A PRECISION LANDING AT TEMPELHOF!

With the clear mission “REBEL WITH A CAUSE”, the 15th edition of fashion fair Panorama Berlin started today – for the first time at Tempelhof Airport. Together with SELVEDGE RUN & ZEITGEIST which is being held under the same roof as Panorama Berlin, the event is confidently presenting itself as a strong stage for new inspiration and concepts. There has been a lot of anticipation surrounding the new location and several thousands of visitors made their way to the historic venue today.

In the run-up to the event, the team of organisers has been calling for a collective uprising against the “keep going as we have been” mentality and set itself the goal of coming up with a new event concept with innovative concepts that shift the focus onto the consumers. On an area of around 20,000 m², visitors to Tempelhof’s AIRFIELD and HANGARS 5 and 6 can expect to find brands with relevance and strong messages, as well as on-point brand presentations and limited editions.

Along with PANORAMA BERLIN and SELVEDGE RUN & ZEITGEIST, the NEONYT Trade Fair has also made the move to Tempelhof, where it is occupying Hangar 4 and additional areas. This has resulted in a strong offer coming together under one roof at Tempelhof.

In the words of Jörg Wichmann, Panorama Berlin’s CEO: “We are impressed by the start here at Tempelhof and have literally been inundated with visitors. The efforts and hard work of everyone involved over the last three months have now paid off. We have launched a strong event concept and come a long way in responding to the industry’s wish to bring various platforms together in one location. Tempelhof is the coolest event location in Europe and opens up all possibilities of a “central fashion hub” in terms of its usage and extension possibilities. Ms Tillmann is wrong in that respect; with a well-curated concept there is plenty of space at Tempelhof for Premium. A perfect mix of brands that will impress the market on one platform is definitely possible here.”

AIRFIELD

Innovative brand presentations in modular brand pavilions on the Tempelhof airfield are attracting lots of attention. With the “Brand Avenue”, Panorama Berlin is



presenting a cross-seasonal idea that involves brands, retailers and consumers. In cooperation with the industry and selected retailers, this will be developed into an agile format that will go on tour as a mobile lifestyle event. There is an extra pavilion at the event to inform visitors about the NEW VIEW POP-UP concept.

HANGAR FIVE

COOL, CASUAL AND CONTEMPORARY! Strong brands and exciting newcomers are exhibiting in Hangar 5 and leading the way with relevant looks and strong, inspiring messages. As an integrated part of Panorama Berlin, SELVEDGE RUN & ZEITGEIST is making a statement for responsibility, sustainability and fairness under the motto "TRENDSAREFORSUCKERS" and presenting premium-quality brands in a bold brand mix consisting of Denim, Craft, Current and Outdoor in the four showrooms of Hangar 5. CONCEPT STORES provide inspiration with lifestyle products and cooperation projects promoting social commitment.

HANGAR SIX

Visitors will find new inspiration and plenty of innovation in Hangar 6. Here, alongside cool, casual brands, there will also be streetwear, denim, young and high fashion brands that are willing to question the status quo and are showing their highlights with clear messages. A separate showroom will be presenting creative, multicultural diversity with a social conscience: the label Kuniri is designed by people who have had to flee their homelands; Sanabel gives Palestinian women in Damascus the opportunity to keep up their traditional handcraftsmanship; as part of the DIM project, useful and long-lasting design products are made by visually impaired people and the Kaspar Hauser Foundation is supporting people with assistance needs.

SHUTTLE SERVICE

The Mercedes-Benz Shuttle Service, organised by Panorama Berlin, SELVEDGE RUN & ZEITGEIST and NEONYT, is making everyone's lives easier by chauffeuring visitors around the vibrant German capital. Comfortable vehicles are on hand to conveniently transport tradeshow visitors to all of Berlin Fashion Week's important hotspots and, if required, also to selected hotels, train stations and Tegel and Schönefeld airports.

www.panorama-berlin.com

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